



www.powerfitfusion.com

€9876.21 PROFIT
1257% ROI

Client: PowerFitFusion

Niche: Fitness Coach

Service: Facebook Ads + Funnel

Result: 577 Email Leads, 1257% ROI, €9876.21 Profit

Date: December 2017

Timeline: 2 Month Campaign

Context

Curtis Tarantino is a French fitness coach who is passionate about fitness and helping others to improve themselves by strengthening their bodies.

He runs a business called PowerFitFusion where he offers fitness and nutrition advice, along with coaching programs.

Curtis was struggling to get more clients so he approached me to see if Facebook ads could help him. His goal was to make coaching into a full-time business that he could live off.

I told him that Facebook ads wouldn't be enough and that he'd need a sales funnel because his coaching service was at a premium price of €975.47.

Strategy

The strategy was firstly to create a sales funnel to run ads to, then capture emails through a lead magnet, then up-sell his coaching services via a 5 email sequence, then close clients through a call.

Ads --> Landing Page with Lead Magnet --> Email Opt-in --> 5 Email Sequence --> Sales Call --> Profit

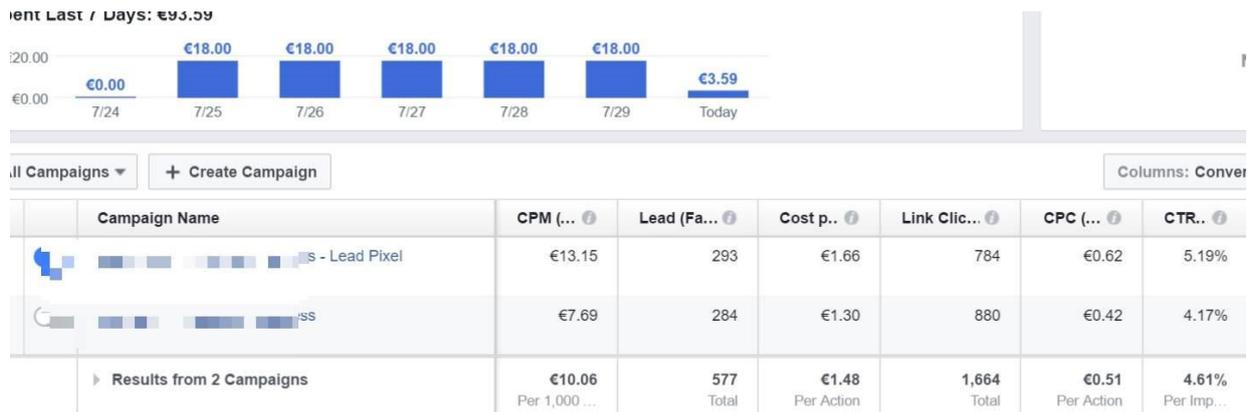
Landing Page



We decided on a free 25 page nutrition guide as the lead magnet. By capturing the emails of people interested in nutrition, they would be more likely to convert into customers.

The landing page we created for Curtis was translated into French but offers a free nutrition guide in exchange for emails.

Campaign Results



The marketing campaign was very successful. There was a lot of split-testing involved to find the winning ad-sets. Eventually we scaled up the winners and was left with two campaigns that were operating at very low CPA (cost per action).

- *€1.48 cost per lead (emails)*
- *577 leads (emails)*
- *€853.96 spent in advertisement*

Email Marketing



We used ActiveCampaign for email marketing to these 577 email leads where we advertised his coaching services costing €975.47.

The email strategy was a 5 email series which highlighted testimonials of past clients, transformation stories, and up-selling his coaching.

From the email marketing, we managed to convert the leads into 11 new paying clients.

Return On Investment (ROI) Results

Activité			Activité		
TOUT	Crédits	Débits	TOUT	Crédits	Débits
TERMINÉ			TERMINÉ		
DD	dominique delmur Païement reçu	+ 975,47 EUR	DH	dan hart Païement reçu	+ 975,47 EUR
13 janv. 2017			[REDACTED]		
HL	Hassan Latrech Païement reçu	+ 975,47 EUR			
10 janv. 2017			23 janv. 2017		
	Calibrated Productions Païement reçu	+ 975,47 EUR	DC	dru caro Païement reçu	+ 975,47 EUR
	Calibrated Productions Païement reçu	+ 975,47 EUR	21 janv. 2017		
6 janv. 2017				hen Inc Païement reçu	+ 975,47 EUR
	Gumroad Inc Païement reçu	+ 975,47 EUR	17 janv. 2017		
31 déc. 2016			CD	Cara dalle Païement reçu	+ 975,47 EUR
CH	corinne herboux Païement reçu	+ 975,47 EUR	16 janv. 2017		
			LL	Luce Lare Païement reçu	+ 975,47 EUR

- €853.96 AD spend investment
- 11 new paying clients at €975.47 each = €10730.17 return
- Return minus ad spend = €9876.21 PROFIT
- 1257% ROI from our services

€9876.21 PROFIT

1257% ROI